"The Guardsman" with Lynn Fontaine and Alfred Lunt, Loew's, Toronto. S.R.O. Business

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Editor and Managing Director

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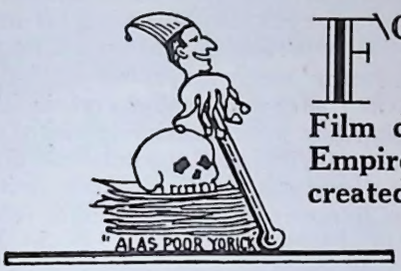
Anglo-American Film Pact!



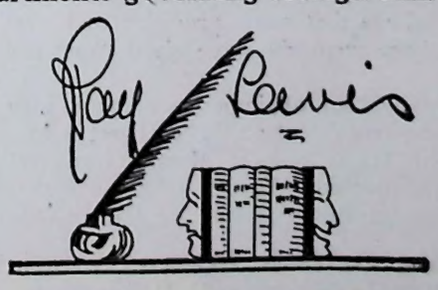
FOR SOME YEARS The Digest has been pointing out the advantages to the American Film Industry of a Film Trade Treaty, or Pact, based upon reciprocal Film distribution, between the United States and the British Empire. A Film Treaty which would eliminate the ill-will created throughout the British Empire, due to the American Film Monopoly.

Now that Britishers have taken "the British Film Industry seriously," and a substantial sum of money, by way of finance, has been introduced into British Film production; and theatre construction, the British Interests want an opportunity to cut a slice out of the Film melon, which appears ample in its dimensions; and juicy enough to invite the appetite of even the most conservative investor.

We must not overlook that sense of pride, which runs parallel with the sense of dollar-values, in respect to national trade balances. We Britishers, without any attempt at subterfuge, or diplomacy, have "our back up," at the efforts which have been made, not only to keep us out of business, but put us out of business. We have determined that there is a market for British Films; that we can produce the quality and the quantity; and that if we are to continue to buy American-made product, the United States must give us the Film Trade consideration due us, as the dominant buying power in the foreign market for U. S. Films.

Are we Britishers, of the British Empire, worth keeping as Film customers? Undoubtedly we are, the figures and facts speak for themselves, therefor, it is only commonsense to treat us, in respect to Film Trade, as any nation treats any other nation in respect to trade. We buy nationally where we can sell; and no nation is managing its exports and imports economically sound, on any other trade relationship.

It is necessary to reorganize the foreign departments governing foreign film trade, so that such trade may partake of the nature of a trade treaty, for the opposition to such a solution is another question, is it better to pay in trade, or in taxation? The old stereotyped "get together" cry is now in need of operation.



RAY PRESENTS

RAY LEWIS

TORONTO was startled, when it awakened one morning to discover that overnight, as it were, the Canadian General Manager, for Warner Bros., Mr. B. F. Lyon, and Mr. Frank J. Myers, Toronto Branch Manager, also Mr. J. Berman, had in our "hard-boiled vernacular, all "been let out."

Of course surprises are not new to us, who are associated with Films. We know that long associations with any firm do not indicate that the employee, executive, or officer, or just "one of the boys" may not be "let out" at any moment, in accordance with the politics of the ruling power.

This is Show Business, hard lines, when one considers that a man spends the best years of his life building up an organization, lies for that organization, yes, we have not made a mistake in our choice of a word, makes enemies, on account of that organization, in fact gives his body and soul in the building process, only to be "let out," when the political racket begins to operate.

WE WOULD not be fair, if we did not take into consideration the many pensioners in our Industry, who have salaries, but no jobs, who get old in the Film Game and worn out, become "has beens," doing nothing. Nor would we be fair if we failed to consider the men who build positions of affluence, and influence for themselves in some organizations, as these organizations grow; and who are considered in all deals, which govern present, and possibly future policies of their respective companies?

We do not hear, perhaps of the good fortune, for ill news it is said travels faster than good news, but when we observe, close to us, men whom we personally know have given everything they had to an organization, who have grown middle-aged, or old in its service, suddenly let out, we begin to see "red," just as "red" as is our vision in respect to certain policies adopted in this Industry, whereby the law of operation is as primitive as the law of "teeth and claw."

THIS is no doubt a fast money-making Industry, some make a great deal of money, most everybody makes some money; and therefor, we believe that some provision and consideration is due to those men who have given "long and faithful service."

Incidentally, but of importance, good men are not long out of employment and The Digest is happy to announce that Mr. Frank J. Myers, formerly Toronto Branch Manager for Warner Bros., is now associated with British International Film of Canada, Limited, exclusive Canadian Distributors of British International Pictures, "best on the market."

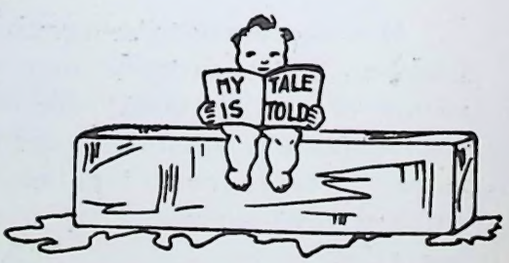
Mr. Myers assumes his duties immediately, in the capacity of Canadian Sales Manager, and will bring to this new organization his long and valuable film experience. He is a Canadian, a Britisher, a man much respected by the exhibitors and the trade; and with a certain idealism, which makes him most admirably suited for the distribution of British International Pictures, under the distribution policy which British International Films of Canada, intend to introduce.

We are informed by Ray Lewis that her company will practice the "golden rule" in its business relationship with exhibitors, because it is the best money-making policy under which any company can operate. Miss Lewis claims that she has enjoyed the friendship and confidence of distributors, producers and exhibitors in Show Business, who live by the rule of the Golden Rule; and that it is the only sound business method, which always pays, not only for to-day, but provides for future business, without which business no one has any business insurance.

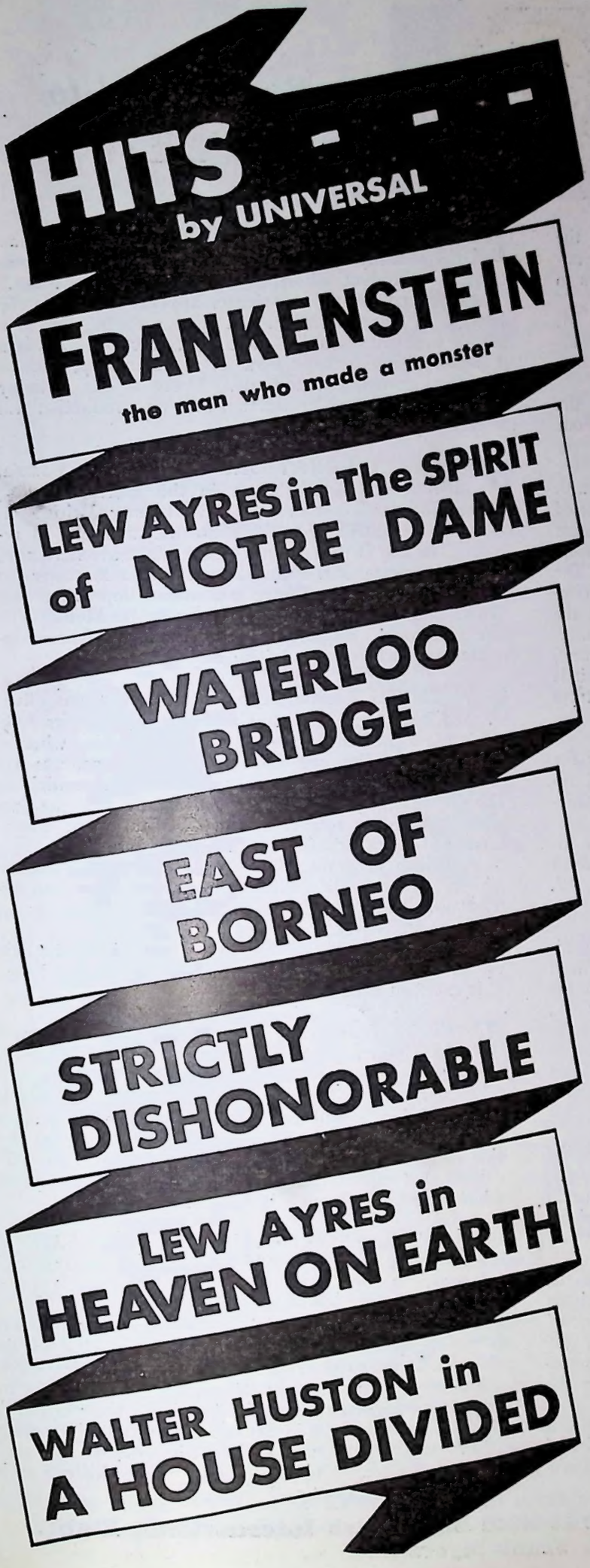
WE NOTE in the announcement in the London Daily Mail, as reprinted in this issue of The Digest, that Metro-Goldwyn-Mayer has entered into an agreement with British International Pictures, whereby the latter company will produce four British pictures for M-G-M.

Leave it to Leo, the Lion, he is always select in his choice, with an eye on box-office values; and has no doubts about the ability of the company which has been selected to "deliver the goods," by way of British Pictures.

In addition to this phase of the matter, good British Pictures, Mr. Nicholas Schenck has a vision, by way of show business, which knows how to cover international barriers and boundaries with an amazing friendly agility. If he had not been born to be a showman, he would have made an excellent ambassador, for we who know, know that he has on numerous occasions, prevented a film war, when opposing forces were not only belligerent, but had taken a shot at each other by way of guerilla warfare.



Book Big British International Eight—"Flying Fool," "Hobson's Choice," "My Wife's Family," "Keepers of Youth," all British Box-Office Pictures


HITS - - -
by UNIVERSAL
FRANKENSTEIN
the man who made a monster
LEW AYRES in The SPIRIT of NOTRE DAME
WATERLOO BRIDGE
EAST OF BORNEO
STRICTLY DISHONORABLE
LEW AYRES in HEAVEN ON EARTH
WALTER HUSTON in A HOUSE DIVIDED

Sponsors of Effective Theatre Trade Builders

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McGLASHAN, CLARKE CO. LTD.
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Chinaware
ALFRED MEAKINS CO.
England

Nov. 3, 1931.

Ray Lewis,
Canadian Moving Picture Digest,
City.

Dear Madam:

We cannot refrain from advising you of the wonderful results we received from our last page Ad in your publication.

We were literally besieged with inquiries concerning our SILVERWARE NITE plan for theatres.

Theatres from Victoria, B.C. to St. John, N.B. wrote us for details relative to our Plan.

We may state that we signed up a considerable number of accounts solely through the Ad we ran in your paper.

We have certainly come to the conclusion that the best way to reach the Exhibitor is through your publication.

Wishing you continued success, we are

Yours truly,
Anglo-Canadian Distributors,
Per J. WARD COHEN,
Manager.

JWC/R

It Pays to Advertise in The Digest

Observations — The Spotlight — By The Editor

THERE is much talk again in connection with the R.K.O.-Pathe Merger. A loan of $5,000,000 is under discussion, with the public as possible subscribers to this loan, or General Electric as the banker.

Lewis Milestone may direct pictures for Joseph M. Schenck under the United Artists banner. Samuel Goldwyn may also continue to direct the production destinies of Art Cinema Corp.

Last year Goldwyn released seven pictures on the United Artists schedule; and the seven were good. Four came from Art Cinema Corp.

* * * *

THERE is a statement published in connection with Douglas Fairbanks' activities. Fairbanks is reported as through with Film production in the accepted sense of the word. The artist who gave us "Robin Hood," "Thief of Bagdad," "The Three Musketeers," "The Mark of Zorro, "The Black Pirate," magnificently dressed romance, fiction, adventure, will now show us the world as he covers it with microphone and camera.

Douglas Fairbanks is to make a travel picture, "Around the World in 80 Minutes" to be directed, it is said, by Lewis Milestone. Fairbanks' travel pictures should be excellent box-office.

* * * *

BRITISH United Film products is the trademark for the new colonial distributing company formed recently, through the enterprising efforts of Neville Kearney of the F. B. I.

Messrs. John Maxwell, President of the British International Pictures; C. M. Woolf, Managing Director of Gaumont British; Simon Rowson, of Ideal; S. W. Smith, of British Lions; and H. Bruce Woolfe are represented as producers.

The Government is financially supporting the organization through a contribution of £1,000 yearly, toward expenses of operation. The first meeting arranged for directors. Offices are to be opened on Wardour St., London. The initial capitalization is about $10,000, sufficient to meet the present overhead operating costs.

The West Indies, East and West Africa, Malay States, and Hong Kong are among the territories slated for British Film Trade.

* * * *

"THE SPIRIT OF NOTRE DAME," now playing at the Uptown, Toronto, gave Tom Daley, Manager, occasion to express himself in ye olde showmanship fashion. Produced by Carl Laemmle, Jr., this Universal feature has been greatly acclaimed as the "finest college feature" ever made for Talking Pictures.

The Hollywood Herald, described it as "one of the screen's highest possible achievements." Comparisons with "Western Front" and "Seed" make "The Spirit of Notre Dame" even said to be better.

The Hollywood Reporter in a full page announcement acclaims it, "The best college picture since the coming of the talkies."

Lew Ayres, hero of "All Quiet on the Western Front," plays the lead, and in the cast is a long list of famous American professional football players. It looks like box-office plus.

THERE is talk of product shortage. In fact, the Film Daily recently had a startling anonuncement across its page, "Product Shortage Reaches Acute Stage." Dual bills and delays on release, appear to add to the shortage of films available. It may also be due to a lack of available cash for picture production. Bankers at present being perhaps slow in loosening up, because of general economic conditions. There is one certainty that money spent for production and on production will be carefully handled.

* * * *

BRITISH INTERNATIONAL Films of Canada, Limited, with head offices in the Hermant Bldg., Wilton Square, Toronto, will have twenty British International features, the "best on the market" to release. The Big British International Eight are here now, ready for release, Mr. Frank Myers, Sales Manager for Canada, informs us. These will make depression just "Talk," and add a zest, a new interest to Motion Picture patronage. Be British, Buy British. British International Pictures are British and good.

* * * *

S. W. SMITH, London representative of Regal Films, and head of the Anglo-Canadian Distributors Ltd., has made a British Picture deal for Canada, whereby Gainsborough, Gaumont and British Lion products will be sold as a complete program to Canadian exhibitors. The deal definitely separates the American from the Canadian markets, in respect to the distribution of British Lions and Gainsborough Gaumont product.

A British program will be offered to Canadian exhibitors following the method adopted by American distributors. The first batch of pictures are now ready for shipment and cover about eleven in number.

Exhibitors should not miss up on "Plunder," the British and Dominions' feature, released by Regal Films. It is excellent entertainment.

* * * *

"EAST OF BORNEO," a Universal feature, played the Uptown, last week, and added a few more thrills to those already furnished by these thrillers, who take their hero and heroines through the jungles, and haunts of beasts and reptiles, hungry for animal and man prey! All of them are glorified serials. Real Motion Picture stuff. Improbable perhaps, impossible quite evident, but nevertheless, Motion Picture entertainment which entertains through its thrills.

* * * *

The third quarter Paramount net is quoted at 50 cents a share, as against $1.61 covering a similar period last year.

* * * *

GRETA GARBO should have an outstanding picture in the notorious Mata Hari, who was shot by the French Government as a spy. Metro-Goldwyn-Mayer are filming the fascinating life of this dancer, who intrigued the highest officials to their, and their country's doom. The life story of Mata Hari is full of romance, of intrigue, of adventures sufficient in quantity and quality to make several pictures. Her tragic finale, was in

(Continued on Page 10)

If "Money Talks" you can hear it with Big British International Eight. Ask Frank Myers

The New Film on Broadway

By *Betty Ross*

"THE SIN OF MADELON CLAUDET," an adaptation of Edward Knoblock's play; "The Lullaby," directed by Edgar Selwyn; produced by Metro-Goldwyn-Mayer.

A picture that is sure to spread the fame of Helen Hayes is the first production featuring this excellent actress. Miss Hayes is cast as Madelon, the cheerful French girl who lives with a young American painter in the usual unconventional manner that characterizes Parisian artist life.

Madelon is very much in love with Larry, the artist, even to the extent of thinking that he is a great painter, which he is not.

For a time, all is well with the loving couple, then Larry's health forces him to return home where he marries another girl.

Carlo Boretti, who has visited Larry's studio, ostensibly to admire the paintings, takes to Madelon and makes her his mistress. Then he is discovered to be a crook, and commits suicide a few minutes after he is arrested.

She is left in the clutches of the law and is sentenced to ten years in prison as Boretti's accomplice.

From then on she sinks lower and lower, finally resorting on theft from men and worse, for a livelihood.

But every sou she can spare she sends to Dr. Dulac for the education of her son, who naturally wonder at the irregularity with which the remittances reach him. He is led to believe that the money comes from the estate of his mother, who, he has been informed by Madelon herself, died when he was about ten years old.

Miss Hayes succeeds in depicting Madelon's wrinkled and worn appearance on her release from jail, and the effect of her unfortunate life thereafter, in a most compelling fashion.

Notwithstanding all the vicissitudes encountered by Madelon, there is always the appealing nature of the woman, and at times her subdued joy when in the presence of her son, whom she never permits to know the truth. He becomes a promising young surgeon and is prompted to care for this hapless old Madelon by seeing that she has a comfortable home in a Paris suburb.

A pleasing idea in this tale of woe is that of having Dr. Dulac keep Madelon's secret. He tells the story to none other than Mrs. Claudet, the wife of Madelon's son, because she complains that Claudet neglects her in his great interest in his profession, and thus changes her mind about leaving her husband.

Lewis Stone does well as Carlo Berretti, the thief; Mr. Hersholt and Robert Young perform capably.

* * * *

"EAST OF BORNEO," based on a story by Dale Van Every; directed by George Melford; a Universal Production.

In a film that abounds with exciting jungle scenes and has as climax a volcanic eruption, Rose Hobart impersonates a most unusual wife. She braves the danger of the jungle to find her husband. Aside from travelling aboard a raft along a narrow river and being frightened by wild beasts on the banks, she has worse experiences when she reaches her destination.

Her husband, who has taken the name of Clark, is the physician to Prince Hashin, Rajah of Marudu. Imagine the charming Linda reaching this jungle palace and finding her husband intoxicated, and a Rajah who during moments of ennui loves to watch one of the natives thrown to the crocodiles.

Prince Hashin has been educated at the Borbonne, but he still believes that when he dies the volcano near his palace will erupt and destroy everything in the locality. He becomes infatuated with Linda and is furious when she tries to get away from the palace with her husband, who has relented a trifle by this stage of the proceedings. The Prince thinks that he will be able to watch Clark trying to swim away from a swarm of hungry crocodiles the next day, but the author wills otherwise.

Miss Hobart serves this picture in her usual intelligent fashion. Charles Bickford gives a satisfactory portrayal as Clark and Georges Renavent makes the most of the part of the sinister Rajah.

(*Special to Digest from Winnipeg*)

Television made its first bow as part of a regular theatrical entertainment at the Broadway Theatre, New York City, recently. A private exhibition was given to an invited audience, thus marking the first formal use of the new invention in practical form.

Raymond R. Rogers, formerly a lecturer at the University of Manitoba, and now lecturer in the department of chemical engineering, Columbia, has written an account of the performance for the Canadian Moving Picture Digest. The television presented was a dialogue between a parrot and its master, and a short scene from "He," the Theatre Guild production of Alfred Savoir's play. Mr. Rogers writes:

"The actors performed before the receiving equipment set up in a neighboring theatre. The receiving equipment was connected by wire with the apparatus in the Broadway theatre which produced the pictures on the screen. There was one interruption in the programme when it became necessary to cool an overheated electric lamp belonging to the receiving equipment.

"The present screen is only about ten feet square which is too small to give a full length picture of the actor. Also, if he moves backward more than a few inches he completely disappears from view. Although the light is dimmer than in the case of the motion pictures, it is not difficult to recognize the actor. One of the worst features of the present equipment is that a number of unsteady, horizontal lines are continually visible across the picture.

Establishment of a Western Canada Board of Film Censors to replace the three existing boards was suggested at the Calgary, Alta., conference of the four western governments, as a possible government economy.

Attorney-General Major said an arrangement might be made to bring Manitoba, Saskatchewan and Alberta under jurisdiction of one board, but it was not likely to apply to British Columbia.

Moose Jaw Trades & Labor Council notify public to patronize Orpheum and Capitol Theatres, where Union Projectionists are employed

Reprinted from
TUESDAY,

A WOMAN CREATES BIG EM

20 PICTURES A YEAR FOR HER 50 CINEMAS

U.S. FIRM TO MAKE MORE FILMS HERE

Special "Daily Mail" News

These are golden days for British talking films.

To-day *The Daily Mail* is able to announce that a Canadian woman has entered into a contract to buy at least 20 British pictures annually for five years, for exhibition in the Dominion, and that an American company is to make more films in this country.

By SETON MARGRAVE, Our Film Correspondent

THE first organised attempt to show British talking pictures in Canada, in spite of United States opposition, is now in being as the result of Transatlantic conversations between Mr. Arthur Dent, of British International Pictures, and Miss Ray Lewis, who is editor of the *Canadian Moving Picture Digest*, and has been the leading advocate of the exhibition of British films in Canada.

A contract has been agreed whereby Miss Lewis, who has already acquired control of many Canadian cinemas, will purchase a minimum of 20 talking pictures annually for the next five years from British International. This will represent to British International a minimum revenue of £200,000.

The first films accepted under this agreement are "The Flying Fool," "Keepers of Youth," "The Man at Six," "My Wife's Family," and "Hobson's Choice."

U.S. Monopoly Resented

This enterprise is the direct outcome of the historic White Report of last June, in which Commissioner Peter White, K.C., found that almost every American film corporation was party to a combine which had operated and was likely to operate "to the detriment or against the interest of the public."

At the time of the publication of this report Miss Ray Lewis delivered a sensational attack on Paramount-Publix of America, and prophesied that steps would be taken to ensure the presentation of British talking pictures in Canada.

In the space of three months Miss Lewis has herself fulfilled her own prophecy. She has secured 50 theatres, has collected enormous financial backing, and, for the first consignment of talking pictures, despatched yesterday, she has paid cash.

By her own efforts Miss Lewis has effected one of the most remarkable achievements in the history of British films within the Empire.

Arrangements are nearing completion whereby another major American company will produce talking pictures in this country.

For this purpose I anticipate that the new stage which British and Dominions will have ready for working at their studios at Boreham Wood, Hertfordshire, at the end of November will be devoted to the production of talking pictures for Metro-Goldwyn-Mayer.

I further anticipate that this enterprise will be under the control of Mr. Eric Hakim, who produced a picture of exceptional quality in "The Outsider," and who is conversant with British studio conditions.

It is hoped to have three talking pictures completed by the end of next February. These will be in addition to the four talking pictures which I understand Metro-Goldwyn-Mayer has commissioned from British International.

PHIPPS Finds

LAUGHS FULL OF VITAMINS

THREE GIGGLES A DAY KEEP THE DOCTOR AWAY

"Ha! Ha! Ha!
Shake well three times a day."

That is the prescription a D
vicar has made up for his p
welfare.

The vicar quotes me
for saying that a m
laughs in twenty-four
to the correct fu
and to the well-b
All the vitam
the vica
as a
fun.

EVE SHO

It would appear from the above styles seen a
They are also tilted, leaving th

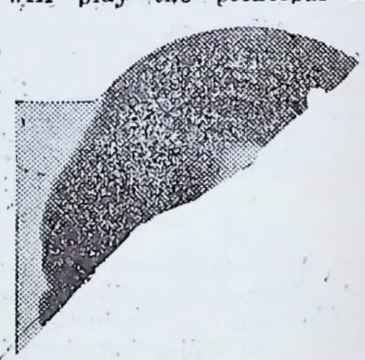
NEW LEADING LADY

MISS L. CORBETT FOR THE WEST END

By HAROLD CONWAY, Our Theatre Correspondent

WEST End playgoers are shortly to see a new young leading lady, whose work with the little Embassy Theatre company at Swiss Cottage, N.W., has been highly praised.

She is Miss Leonora Corbett, who will play the principal rôle in



Comedy

British Inte

Head O

Canadian

MARKET FOR BRITISH FILMS

FOREHEAD

es that hats are being worn smaller than ever.
d, the hair being elaborately waved.

Y'S CAKE

TOY
S

ENES

Season Ticket for a Dog

PET TO TRA
DAILY WI
MAST

MILLION SWEEP CANCELLED

A SURPRISING REASON

"UNABLE TO COI WITH THE RUS

THE great £1,00 stake planned Blind Trust, of tion with this shire—to be has been a People ture m r.

FAR AND NE

£1,440 H Trial

IT w

British International Pictures

"Best On the Market"

Now Ready for Release

The Big British International

"Flying Fool"
"Keepers of Youth"
"My Wife's Family"
"Glamour"

8

"Hobson's Choice"
"Shadows Between"
"Fascination"
"House Opposite"

Mystery - Laughs - Thrills - Suspense

onal Films of Canada Limited

21 DUNDAS SQUARE - TORONTO

—FRANK J. MYERS (Formerly Toronto Branch Manager Warner Bros.)

Motion Picture Herald Review of "Hobson's Choice"

(*British International*)

Real Old English Life

(M. P. Herald, Oct. 24, 1931)

"If Americans are interested, as we sometimes are led to believe, in the traditions and customs of an England which is now passed, this picture should make its appeal to them. For it is certainly one of the most effective pieces of English characterization ever turned out of an English studio.

It is set in Lancashire and tells the story of a slave-driving old bootmaker, who employs three daughters because they need no wages. One, the eldest, long past the wedding age (as he tells her) smarts under the taunt, and thereupon forces Willie Mossop, her father's best shoe craftsman, to marry her. "Your hands and my brains will make a real partnership," she says. And although Willie pleads that he is already "tokened," she relaxes nothing till they are wed. By this time they have set up shop in a basement, and have taken the best part of the old man's business. Finally in desperation the old bootmaker begs his daughter and her hubby Willie to return to him. This is the day of triumph, for the girl drives her hardest bargain, and forces her father to take her husband into partnership. It is a bitter pill for him, but being "Hobson's Choice" he has to swallow it.

The story is told in the 90's, and costumes and customs are equally comic. Lancashire dialect is used essentially, but it will be easily understood by any English speaking audience, and its quaintness may very well make a special appeal to American fans. On the other hand the pace is slower and the humor of a more innocent nature than is usually demanded by present day audiences.

Thomas Bentley, who directed, has made a workmanlike job of this one, and the acting is among the best in any English film to date. Frank Pettingell as Willie Mossop is one of the finest character finds of recent years, and rivals Sydney Howard, whose type he closely resembles. Viola Lyel, the chief girl, is another discovery.

On the whole this ought to mean to American audiences approximately what a story of Oklahoma pioneering means to British. Just a glimpse of a strange phase of life, easier to laugh at than to understand.

Produced by British International. Directed by Thomas Bentley. Story by Harold Brighouse (play started in U. S. A.). Scenario, Frank Launder. Recorded on RCA Photophone. Length, 5,822 feet."

THE CAST:

Maggie Hobson	Viola Lyel
Alice Hobson	Joan Maude
Vicky Hobson	Belle Chrystall
Old Hobson	James Harcourt
Will Mossop	Frank Pettingell
Albert Prosser	Reginald Bach
Freddie Beenstock	Basil Moss
Mrs. Hepworth	Amy Veness
Tubby Wadlow	Jay Laurier
Jim Heeler	Herbert Lomas
Ada Figgins	Kathleen Harrison
Mrs. Figgins	Marie Ault
Dr. MacFarlene	Frank Macrae

—W. H. MOORING.

One of the Big British International 8 released by British International Films of Canada, Limited.

Observations

(Continued from Page 6)

keeping with her life, so unique that the end could only be out of the usual, an episode memorable.

* * * *

AT Sault Ste. Marie, Manager W. J. McGeachie, of the Algoma Theatre, will give the children an opportunity to help the unemployed, by bringing along potatoes and jam. It will be a jolly morning for the kiddies!

* * * *

GANGSTER pictures are barred from Nova Scotia, according to the annual report of the Nova Scotia Censors. The report states that 1,632 films were reviewed by the board during the year, of the 1,522 passed, 65 were approved with certain deletions, or revisions. One gangster film was permitted, forty-five films were condemned. The silent films numbered 49.

* * * *

. Fifty years have passed since the opening of the first theatre in Brantford, Monday, October 31st, 1881, when "Only a Farmer's Daughter" was the attraction.

* * * *

The Capitol Theatre, at Chatham, held an exhibition for one week in the theatre lobby, covering Kent products. Manufactured goods and products of all kinds were exhibited.

Manager Drohan arranged a specially attractive bill during November 2-7 in order to help advertize the display, by large theatre attendance. Good national work.

* * * *

The Red Mill, Toronto opened as a Talking Picture house, and continues to draw in "The passing show," which is large in numbers.

* * * *

The St. Thomas Unemployed will receive the entire receipts from the new Famous Players Theatre on the opening day, Manager Roddick of the Capitol Theatre announces.

Monday, November 9th is the ceremonious day. No free admissions, even to the manager and officials of the company, is the ruling.

* * * *

No decision has yet been made in connection with the plan for one Censor Board covering the four Western Provinces of Canada.

A conference will be held at Regina on November 23rd to consider this question and other matters.

* * * *

MESSRS. Jules and Jay J. Allen received their discharge from bankruptcy; and in their case it will no longer be necessary to retain the slogan, "The Woman Pays."

Both Jule and Jay J. real "he-men," have evidently, in accordance with evidence submitted at the discharge proceedings, been "kept men," under salary to their wives. They must be good, for any wife to have paid out, so much money to keep them! But let us not forget that both Jule and Jay J. are showmen; and capable of selling even a wife the idea of paying them a salary.

* * * *

JULES BERNSTEIN, Manager of Loew's, is a proud father and justly. Mrs. Bernstein a proud mother, for their young son captured the Sir John Y. Eaton scholarship, receiving six first class honours in the six subjects he tried at the University of Toronto School.

Capitol, Calgary to re-introduce Orchestra and Vaudeville, Calgary Herald announces editorially, "A significant sign of the times"

Acting Superb in "Dreyfus"

THE PREVIEW showing of "Dreyfus," British International feature, released by Regal Films, was received with enthusiasm. The unanimous verdict was that the acting in "Dreyfus" is superb, the various characterizations are outstanding, in fact, one is so carried away with the personalities of the players, that it is difficult to "come to earth" as it were, and realize that this presentation of "Dreyfus" is not reality but merely play-acting.

"Dreyfus" by Cedric Hardwicke, Colonel Picquart by Charles Carson, Emile Zola by George Merritt, Labori by Sam Livesey, Major Esterhazy by Garry Marsh, Clemenceau by Leonard Shepherd, Lucie Dreyfus by Beatrix Thomson, and on through the long list of players, the work of these artists build up scenes of suspense, of interest which make entertainment supreme!

No liberties have been taken with the historical facts, nor have attempts been made to modernize, or elaborate upon what actually occurred. The drama of "Dreyfus" is set in its date period; and although we may be inclined to speculate upon what might have been the "Dreyfus" picture under Hollywood handling, we are given an opportunity to test the value of authenticity, of fact stranger than fiction, of drama in its starkest sense, as this drama enfolds the morale of the French army of that period, the life of Dreyfus, the Jew; his baiters and his friends, the latter who fought for his release, not because "Dreyfus" was a Jew, not because "Dreyfus" was a man, not because a man was wronged, but that Justice was outraged in all the principles of Justice.

"Dreyfus" is no hero, in the B.I.P. production, nor was he in life. That he became a Martyr, a symbol around which a battle raged, attracting the attention of the world as to its outcome, did not inspire him to heroics.

Plainly, he was a bewildered and innocent man, bewildered that being innocent, he should be accused, convicted and degraded. His bewilderment is carried out through all his trials, even to the hour of his vindication with honours.

Cedric Hardwicke attempted no "chocolate soldier" heroics, nor bravado, he was "Dreyfus" as we imagined "Dreyfus" would be.

Perhaps the character which fascinated your reviewer most, was Labori. In his defence of "Dreyfus," of Emile Zola, he was magnificent. I know of no other artist, who so much reminded me of Emil Jannings. Zola too, was there in the flesh. The writer, the thinker, the patriotic firebrand, inflamed ever for Justice.

Then we must not forget to mention Colonel Picquart, Charles Carson made the Colonel a personality, a type unforgettable!

"Dreyfus" cannot be classified as just a Talking Picture, nor can it be criticized, as we criticize other Motion Pictures. There is something big, one might almost say eternal about the history of "Dreyfus," that spirit B. I. P. has successfully caught and portrayed.

We can understand why "Dreyfus" had such a long run at Warner's Theatre, New York, and why it made this theatre, usually weak in grossing top money, roll up such outstanding box-office returns, with line-ups at the front of the house, during the engagement.

If it is true that Canada is hungry for Drama; and recent stage shows have proved, by the box-office and return engagements, that this is so, then "Dreyfus" should be a treat and create a record-success, similar to that achieved by Arliss as "Disraeli."

—RAY LEWIS.

No Arbitration Clause States Ray Lewis

Ray Lewis states that there will be no arbitration clause in the British International Films' contract made with exhibitors for British International pictures. Frank Myers, General Sales Manager for Canada, when asked by George Lester, why this clause would be eliminated, stated, "We do not expect to have any trouble with exhibitors to arbitrate. Miss Lewis has convinced me that British International Pictures 'best on the market,' have been selected for their quality to entertain and attract patronage. Looking over the line-up, the twenty pictures under contract, leading off with the Big British International Eight, we see in these British features, only prosperity, no reason for any arbitration clause."

Gloria Swanson has married her fourth husband. There may be luck in numbers.

Benefit for Unemployed By Film Interests

Arrangements are being made to help the Unemployed Relief Campaign in Canada, through a proposed voluntary tax imposed upon all employees of the Motion Picture Industry in Canada. The tax will be from one to two percent of wages received by employees. Colonel John Cooper is in charge of arrangements. Plans, however, have not yet been completed, nor ratified.

Four British Pictures Released in Australia

Four British pictures were simultaneously released in Australia, Leslie Henson's "The Sport of Kings," opened at the Capital, Sydney; "The Speckled Band" played the Lyceum; the Rialto had "The Sleeping Cardinal, and The State, the Sherlock Holme's mystery feature, "To Oblige a Lady."

Wheat Boom Good For Show Business

The wheat boom in the west, should help show business through Canada. The effect of the added millions to the price of wheat, etc., is good; and Canada is talking "boom," "progress," "Trade," big money which means increased picture attendance and easier picture selling!

Columbia Pictures Arranged for Warner Theatres

Warners have closed a contract with Columbia pictures covering showings at their various theatres from coast to coast. There is said to be 650 Warner Theatres. Deals with Publix, Fox and R.K.O. for Columbia product have also been made.

"Lord Richard in the Pantry" Success at Hollywood

"Lord Richard in the Pantry," a British feature, released by Columbia, played to phenomenal business at the Hollywood, Toronto, for three days!

Show Business

THE QUOTA of British Films, which under the Cinematograph Act is now 10% in Great Britain, apparently is not the quota percentage adhered to throughout Great Britain, for exhibitors throughout the country have been playing as high as 46¾ percent British features on their programs.

This record is held by Mr. A. Spencer-May of the Palace, Orpington, Kent, who reported to "The Cinema," London, England, that he had shown 46¾ percent British features and 39 percent British films including shorts.

"I have done very well with them," states Mr. Spencer-May. "My audience is a mixed one with business and working-class people."

The percentage is a 20 percent increase over the preceding year.

Five cars dealing with the Film Industry will be included in the Lord Mayor's Show, London, England. The procession will present a history illustrative of the development of the cinematograph. The "Peep Show" and Talking Picture palace, together with the presentation of a Talking Picture will be in this show.

Mr. Simon Rowson outlined the entire scheme as suggested by the Cinematograph Exhibitors' Association. Gaumont-British has guaranteed costs.

Major Gale's attack upon the Combine in Great Britain has had its reverberations across the water. The old wound of exhibitor-producer-distributor combinations in competition with Independent exhibitors is being reopened. The Cinema, editorially states, "There are few men, the Trade believes in, more than Arthur J. Gale. He never fights for fighting's sake, but always because he is convinced, justice calls for a champion. And in nine cases out of ten when he takes up a cause he fights to a finish and wins."

Major A. J. Gale, several years ago, attended the annual meeting of the Motion Picture Theatre Owners at Milwaukee, in company with several other English visitors, who were interested in the problems of the Independents.

Major Gale's storm was raised at a meeting of the General Council in London.

Mr. Gavazzi-King, who made the American trip with Major Gale, is General Secretary of this Council. Mr. Gavazzi-King will be remembered for having made the "hit speech" of the Milwaukee banquet, being on the floor only six minutes and registering sixty laughs in every minute, incidentally dispelling the general American impression that the English were slow in humor.

Major Gale's attack was directed toward "The Strangle-hold on the Cinemas" by foreign interests, who worked through British nominees, securing British capital.

The zoning-protection angle loomed dangerous to British Independents, as these Combine Interests increased their theatre-holdings, depriving Independent exhibitors of an opportunity to secure product in the zones where these Combine Interests operated theatres.

A committee was appointed to investigate. The committee consisting of the officers and Messrs. C. A. Mathis, T. France, J. Claughtin, Aldermen E. Trounson, J.P., Major A. J. Gale, O.B.E., J.P., and Councillor E. Hewitson.

There has been a considerable drop in film imports into Great Britain. Close to $1,000,000 in value during a period of six months.

Hugh Ryder, General Manager City Picture House, Peterboro, writes: "Dear Sirs, 'The Flying Fool' beats them all, standing room was at a premium, and queues were waiting for admission at each performance. House thrilled to this picture and audience were held entranced. My patrons eat this one up, and clamouring for more." "Flying Fool" is one of the Big British International Eight, now being released in Canada, through British International Films of Canada, Limited. See Frank Myers, Canadian Sales Manager, Hermant Bldg., Fifth Floor, Toronto.

Metro-Goldwyn-Mayer has been establishing tremendous weeks in picture business throughout Great Britain.

The Cinema, London, reports that hundreds of unsolicited letters from exhibitors bear testimony to the success of the Metro-Goldwyn-Mayer pictures released one week prior to the election, the worst week in the year.

"Trader Horn," "New Moon," "Min and Bill," "Inspiration," and other M-G-M features are mentioned. We, in Canada, know the quality of the M-G-M program; and incidentally, but of importance United Artists made a few records for itself also, and furnishes a good excuse for Mr. Masters "loud speaker."

We read in an English contemporary paper that H. R. H. The Prince of Wales stated "Trade follows the film" as far back as 1923, at a Trade luncheon, which preceded the all-British Film Week. We have been quoting H. R. H. The Prince of Wales, on this trade angle; and happy to learn that it was as early as 1923, and not in 1926 (our mistake) that our Prince of Traders made this statement.

The Cinema, London, reviews "Palmy Days" with Eddie Cantor as follows: "The rollicking story, the ornate staging, the bevy of delightful girls, and the personality and patter of Eddie Cantor, all those ocular and audible delights which made "Whoopee" a big popular winner, are again brought into play in this latest extravaganza from the Cantor Stable. It is a hilarious mixture which it is impossible to dissect; all we can say is that in its nonsensical narrative, its super musical comedy spectacle, and its slick song and pointed dialogue, it makes unquestionable popular entertainment, and showmen may book it with entire confidence." You remember exhibitors, The Digest's review on this United Artists' release, "Palmy Days Makes Happy Hours. You are taking no chances here. Guaranteed to uplift any depression."

John McCormack appeared Massey Hall Concert, Toronto, told press "No sex Appeal" made him renounce pictures

Toronto Theatres

LOEW'S—Manager Jules Bernstein — "Adventures of Get-Rich-Quick Wallingford," starring William Haines. A Metro-Goldwyn-Mayer picture, directed by Sam Wood. In the cast are Ernest Torrence, Jimmie Durante, Leila Hyams and others.

UPTOWN—Manager Tom Daley — "East of Borneo," Universal picture, based on story by Dale Van Every, directed by George Melfort. In the cast are Rose Hobart. Charles Bickford and George Renavent.

IMPERIAL—Manager H. V. Knevels — "Devotion," an RKO Pathe picture, adapted from the story, "A Little Flat in the Temple," by Pamel Wynne, starring Ann Harding. Directed by Robert Millon.

TIVOLI—Manager Jimmy Lynch — "The Cisco Kid," Fox picture featuring Warner Baxter, Edmund Lowe, and Conchita Montenegro; adapted from O. Henry's story. Directed by Irving Cummings.

SHEA'S — Manager Jerry Shea — "The Big Gamble," RKO Pathe picture with Bill Boyd, adapted from the story by Octavus Roy Cohen. Directed by Fred Niblo. In the cast are Dorothy Sebastion, Warner Oland, James Gleason, Zasu Pitts, William Collier, Jr., and others.

Campbellford's remodelled theatre, the New Hollywood, opened on November 2nd, with new sound and talking equipment. The interior has been entirely refinished, and a fine program of talking pictures will be shown.

POSITION WANTED

Grade B Sound Operator desires position immediately. Experienced on Northern Electric and other makes of equipment.

Apply BOX 11 — DIGEST

New Film Exchange To Open November 15th

Calgary is to have one of the most modernly equipped film exchange buildings in Canada, in the new Calgary Film Exchange Building at Eighth Avenue and Sixth Street West, which is now under construction.

This building will be entirely fireproof, there will be special concrete and steel vaults for the storage of films, and the building will be fully equipped with sprinkler systems. In addition to the company offices, there will be a large projection room for private screenings and a board room for the Film Board of Trade.

Nine companies will occupy the building, Paramount Film Service, Warner Bros., Vitaphone, United Artists, Regal, Universal, Educational, Tiffany, Fox and Columbia.

For Sale

MOVING PICTURE THEATRE FULLY EQUIPPED (EXCEPT SOUND) ON MAIN LINE C.P.R., SASKATCHEWAN AND TRANS-CANADA HIGHWAY, 420 SEATS, TOWN OF 1,000, NO OPPOSITION WITHIN 40 MILES, STORE, DWELLING AND OFFICES IN PROPERTY. PHYSICAL VALUE, $33,000.00. FOR QUICK SALE, $25,000.00 CASH.

WRITE BOX 9 — DIGEST

POSITION WANTED

GENERAL PUBLICITY AND THEATRE MANAGEMENT — CONNECTED WITH GAUMONT BRITISH FIVE YEARS, ENGLAND. EXPERIENCE EXCELLENT.

HARRY HUMPHRIES, 383 MANOR ROAD E., Telephone HYland 6577 - TORONTO, ONT.

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Simplex, Powers or Motiograph Projectors, Assemblies and Repair Parts. (Direct Factory Representatives).

Crompton-Parkinson Motor Generators (Made in England) in all voltages and sizes to meet any requirement.

Super Vocalite and Chromolite Sound Screens.

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Strong, Peerless, Motiograph, Gardiner and any other make of Reflector Arc Lamp you may choose.

National and S.A. Carbons in all types and sizes.

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And a similar complete line of all other worthy supplies for the efficient running of your Theatre.

SPROCKETS FOR DE FOREST SOUND HEADS. We have in stock the hardened special sprocket used in the Sound Compartment of the De Forest Sound Head. Perfect fit, reversible, very long life. Each $10.00

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"Courtesy With Service"

British Quota Percentage Reaches 46¾% for British Exhibitor

Round About the Studios

Big Programme for B.I.P.

For the first time in British film history, a schedule, which will approximately provide a new picture per week, has been undertaken by British International Pictures, and fifty-two pictures made at Elstree will be ready for weekly release in 1932.

Recently completed and now awaiting an early presentation are films which include "Rich and Strange," "Gypsy Blood," "The House Opposite," "The Perfect Lady" and "Let's Go Naked."

Universal Purchases New Detective Story

Universal has purchased "The Cabinet of Ling Fu," by Frank. King from Street & Smith's Detective Story Magazine. It will be used as one of the series of Shadow Detective stories.

National Board of Review Praises Columbia's "Platinum Blonde"

The Better Films Council of the National Board of Review has selected Columbia's "Platinum Blonde" and two of the company's short features for listing in its selected Pictures Guide.

RKO Pathe to Film "The Final Edition"

"The Final Edition," one of the Newspaperman series of comedies which are starring Frank McHugh, went into production today at the Culver City Studios of RKO Pathe, under the direction of Harry Sweet.

New Charley Chase Comedy "The Frisko Kid"

Production is scheduled to start this week at the Hal Roach studio on "The Frisko Kid," the latest Charley Chase comedy. Frances Lee will play the feminine lead.

Personal Appearances Nagel - Page

Conrad Nagel and Anita Page, Metro-Goldwyn-Mayer players under contract, are going out on a tour of personal appearances throughout the Loew circuit of theatres.

Eddie Quillan and Mary Nolan in a scene from their RKO-Pathe comedy hit, "The Big Shot."

Josser at Sea

An interesting cast has been engaged to support Ernie Lotinga in his latest starring vehicle for British International Pictures, "Josser At Sea."

Lesley Wareing is to have the leading feminine role. The cast will also include Jack Hobbs, Cyril McLaglen, H. Saxon-Snell and Florence Vie.

Norman Lee will direct.

New Robert Montgomery Film "Courage"

Robert Montgomery starts work this week on a new film "Courage" for Metro-Goldwyn-Mayer. Robert Z. Leonard who directed Greta Garbo in "Susan Lenox," will make "Courage," Madge Evans will play opposite Montgomery.

M-G-M Planning 20 Foreign Films

During 1932, Metro-Goldwyn-Mayer plans to make about 50 foreign language prints of 20 pictures. These pictures will be in French, German and Italian.

Constance Bennett, whose next picture for RKO-Pathe will be called, "Lady With A Past."

United Artists to Handle Foreign Distribution

United Artists will distribute Columbia Pictures in Spain and parts of South America, as well as in England, was announced by Arthur W. Kelly, Vice-President and Treasurer of United Artists.

Guy Croswell Smith, United Artists European representative, with headquarters in Paris, will handle the Columbia product for Spain, this to include three Spanish-talking pictures in addition to American pictures, adapted for Spanish showing.

Walter Huston Signed by M-G-M

Walter Huston has been signed by Metro-Goldwyn-Mayer, and will be seen in an original story by W. R. Burnett titled "City Sentinel." This production is scheduled to go into work in the near future at Culver City.

Buck Jones' Feature Columbia's First November Release

"Range Feud," a Buck Jones Special, will be Columbia's first November release. The cast includes Susan Fleming, John Wayne, William Walling, Wallace McDonald, Frank Austin, Harry Woods and Ed Le Saint.

Guy Bates Post to Make First Talking Picture with Ann Harding

Guy Bates Post, well-known stage personality, will make his talking picture debut in RKO Pathe's film "Prestige," starring Ann Harding. Post will play one of the principal character roles in this picture.

John & Lionel Barrymore To Appear Together In M-G-M Film

For the first time during their screen careers John and Lionel Barrymore will be seen in the same picture when production starts at the Metro-Goldwyn-Mayer studio on "Arsene Lupin."

Lew Ayres is to star in Roland Brown's first Universal production, "Gallows." Rose Hobart gets the feminine lead.

Major Gale's Defence for British Exhibitor Protection against Foreign Monopoly creates Typhoon in Film Industry

Yes, Dear "Citizen," All the Pictures in "The Victory Group" Are as Good as "Plunder"--or Better!

The Centre Theatre of Ottawa, as one of the leading first run houses of the Dominion Capitol, made sure of this before it decided to run "Victory Group Pictures." It made sure of the high quality of the productions and that they were real box office attractions.

Editorial in the Ottawa Citizen, October 28, 1931.

A BRITISH COMEDY

Too often British films have tried to make their appeal to Canadians on patriotic grounds. We have nothing to say against patriotism, and there is certainly room enough for it in most of the Americanized plays that are paraded before our eyes. But the British film that is being shown at the Centre theater this week does not need to be labelled British to get its audience. It stands on its own merits. It is a thoroughly good comedy. It is humor that is universal. All can understand it; all enjoy it.

The introduction of Ottawa to a regular series of British films, therefore, has been a successful one. The Centre theater, which is an independent house, has contracted to take one British film in four during the coming season. The people of Ottawa, therefore, will have the opportuntiy during the winter of seeing what British producers can do. "Plunder" is the first of the series. It was shown before the delegates of the last Imperial conference, and must have been a healthy and welcome change from debates on imperial trade and communications.

If all these films are as successful of their kind as "Plunder" is proving successful as a comedy, there will be no doubt of the interest of Canadian audiences in British films.

No picture was accepted for "The Victory Group" until we, too, felt sure of its merit and that it would bring business to the theatre showing it. Ten of these productions are now ready--some have already been shown--one was a road-show attraction--others were held over for extended runs. Here are the titles of the first ten:

"The Speckled Band"
"Plunder"
"Tell England"
"Uneasy Virtue"
"A Warm Corner"
"The Dreyfus Case"
"Tons of Money"
"The Skin Game"
"On Approval"
"Chance of a Night Time"

"The Victory Group" is Your One Best Buy!
The Public Wants Them---You Need Them!

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Two-Reel Comedies That RKO Pathe is Proud to present and That You Will be Proud to Show to Your Patrons!

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Masquers Comedies

Bunch of famous stars in each. The star buy of all time. Each production on feature scale. Six in this great series.

Benny Rubin Comedies

The funniest man on the screen. A name that means something on the marquee. Six outstanding hits in this series.

Gleason Comedies

The master of slang as a prize fight manager in six screamingly funny productions. "Jimmy" is at his best in each.

McHugh Comedies

Frank McHugh is the comedian who created the drunken reporter in feature pictures. Series of six real laugh-makers.

Mr. Average Man

Ed. Kennedy stars in six domestic comedies. Situations that may happen in any well regulated family. Clean and uproariously funny.

Traveling Man

Louis John Bartels in a series of six that are full of pep, snap and fun. Oh, the poor lonely (?) traveling man.

Gay Girl Comedies

June MacCloy, Marion Shilling and Gertrude Short. Just a trio of girls trying to get along and out for—men's gold.

Manhattan Comedies

Third year of this successful series. Six in series, three with Daphne Pollard. You can't make a better buy in comedies.

Two-Reel Comedies that Represent the Best on the Market!

Of Course They Are RKO Pathe Comedies!

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